LAM TAN THINH

📁 Portfolio   🔗 LinkedIn   🐙 Github

✉ tanthinhvnex@gmail.com   📞 Zalo: 086 717 7379

Objective

🔖 I aim to leverage my background in Computer Science and data analytics to drive business efficiency and growth. My goal is to go beyond technical analysis, applying data-driven insights to optimize economic performance and eventually contribute to the company's long-term business strategies and decision-making processes.

Education

2021 - 2025	🔖 **B.Sc. in Computer Science - Business Intelligence Major**, **Cum. GPA:** 3.3/4.0 Ho Chi Minh City University of Technology (HCMUT). *Academic Reference: Dr. NGUYEN An Khuong - nakhuong@hcmut.edu.vn - LinkedIn*
2018 - 2021	🔖 **Physics Honors Class** Nguyen Thien Thanh High School for the Gifted, Vinh Long, Vietnam. Selected as an excellent student at the national level in Physics (Grades 11, 12).

Relevant Work Experience

🔖 **Salesforce Automation Junior - A Plus (12/2025 - Present)**
Designed and implemented the first **automated Salesforce workflows** for lead and opportunity management from scratch. Developed automated systems to generate **personalized AI emails and brochures** for individual clients. Built **specialized AI chatbots** to automate interactions and optimize lead data collection.

Personal Projects

🔖 **Social Listening Platform (Capstone Project):** Designed and implemented a custom Facebook web scraping engine to collect **unlimited public Facebook data** without login and without using Facebook official APIs, by reverse-engineering web requests. The crawling system was fully self-developed and comparable in capability to a **very small number of global providers** such as Bright Data, Apify, and Thordata, which are among the **few companies worldwide** offering proprietary Facebook web scraping services at scale. Built downstream pipelines for sentiment analysis on user comments and integrated a **RAG-based AI assistant** to deliver insights and answer Vietnamese natural-language queries over large-scale social media content.

🔖 **Traffic & Conversion Performance Analysis:** Analyzed website traffic sources, user behavior, and conversion funnels to identify key performance bottlenecks and optimization opportunities, and derived data-driven insights to improve conversion efficiency.

🔖 **Data Warehouse for Music Streaming Analytics:** Ingested JSON logs, then transformed them via an **ETL workflow** into a **Snowflake-modeled warehouse** with staging and analytical tables, powering **Power BI dashboards** that *deliver insights into user behavior and listening patterns*.

🔖 **Database Design for E-Commerce Platform:** Designed the **ERD** and **manually mapped** it into a **relational database** with custom keys and constraints, then integrated it into backend modules such as product management, checkout, and vouchers to ensure *data integrity and consistent functionality*.

🔖 **StackOverflow Survey Analysis:** Analyzed the 2024 survey to identify trends in developer demographics and technology usage, and built **dashboards** highlighting patterns across languages, databases, cloud platforms,... *providing a clear view of developer preferences and market shifts*.

Personal Projects (continued)

- **BigData Sentiment Analysis:** Processed batch text data through a **Kafka-based BigData pipeline** for sentiment detection and built **Power BI dashboards** to *visualize emotion trends*.

Skills

- TOEIC Listening - Reading 745 - `Certificate`.
- Technical: SQL, Python, Power BI, Excel, AI - **30+ related certifications**, full list on LinkedIn.
- Soft Skills: Analytical Thinking, Problem-Solving, Data Storytelling, Communication.

Other Experience

- **Digital Media Production Coordinator - Hello Health Group (10/2025 - Present)**
  Led a production team and produced motion graphics for brands such as Vinamilk, Friso, Sudocrem.
- **Sales Consultant - Hyundai Truong Chinh (07/2023 - 12/2023)**
  Applied performance metrics to optimize YouTube/Facebook/Tiktok ads.